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***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

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***PATENT***

In re application of: Neal et al.

Attorney Docket No.: DEM1P001

Application No.: 09/741,958

Examiner: Robinson Boyce, Akiba K.

Filed: December 20, 2000

Group: 3628

Title: PRICE OPTIMIZATION SYSTEM

Confirmation No.: 7264

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**FILED VIA EFS**

**August 30, 2007**

**AMENDMENT A**

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Non-Final Office Action mailed April 3, 2007, please amend the above identified patent application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.